

UPDATE: 2010 Census

Maryland State Data Center Annual Network Meeting

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2010 CENSUS: A SNAPSHOT

- **What:** A count of everyone in the United States as of April 1, 2010.
- **Who:** Everyone in the United States must be counted – both citizens and non-citizens.
- **Why:** The U.S. Constitution requires a national census once every 10 years, which determines apportionment in the US House of Representatives and directly affects redistricting at the federal, state and local levels.
- The 2010 Census will determine the annual distribution of more than \$400 billion in federal funding.



2010 CENSUS SUCSESSES AND BEST PRACTICES

- The 2010 Census Integrated Communications Campaign, including Partnership, Census in Schools, Interactive Communications, Public Relations and Paid Media.
- Paid media delivered in 28 languages; language guides available in 59 languages; questionnaire available in six languages; first time for bilingual (English/Spanish) questionnaire mailing to predominately Spanish-speaking neighborhoods
- The MD Partnership Program featured 3,035 partners and 266 Complete Count Committees that helped us reach our Hard-to-Count populations.



MARYLAND MAIL BACK RESPONSE RATES

LOCATION	2010	2000
MARYLAND	74%	74%
<i>ANNAPOLIS</i>	<i>73%</i>	<i>71%</i>
<i>BALTIMORE</i>	<i>66%</i>	<i>60%</i>
<i>FREDERICK</i>	<i>72%</i>	<i>75%</i>
<i>GAITHERSBURG</i>	<i>76%</i>	<i>73%</i>
<i>ROCKVILLE</i>	<i>79%</i>	<i>82%</i>
<i>SALISBURY</i>	<i>66%</i>	<i>65%</i>

WHAT IS NON RESPONSE FOLLOW UP

- Non Response Follow Up (NRFU) is one of the final operations conducted by the Census Bureau to account for every person who lives in the United States as of April 1, 2010.
- NRFU began May 1st , 2010 and ended July 10, 2010.
- The Census Bureau identified addresses that did not return a questionnaire. Census Representatives then visited each address to conduct a follow up interview.
- NRFU operations were managed through Local Census Offices.

OPERATIONS TIMELINE

- **NON-RESPONSE FOLLOW UP (NRFU)**
 - Census Bureau visits addresses that did not return questionnaire
 - May 1, 2010 to July 10, 2010
- **VACANT/DELETE CHECK (VDC)**
 - Independent follow-up of selected addresses that are classified as vacant or deleted during NRFU, as well as cases added since NRFU list created.
 - July 17 to August 18, 2010
- **FIELD VERIFICATION**
 - Effort to physically verify the existence of addresses added through external sources (e.g., respondents, Be Counted forms, etc.)
 - July 23 to August 25, 2010
- **CENSUS COVERAGE MEASUREMENT**
 - A nationwide sample survey designed to determine the number of people and housing units missed or counted more than once in the Census.
 - August 20 to October 16, 2010



2010 PARTICIPANT STATISTICAL AREAS PROGRAM (PSAP)

- Participants to identify and propose changes to the boundaries of tracts, block groups, and CDPs (and CCDs in some states)
- Regional and local participation so that resulting 2010 PSAP plan reflects local input and meets the needs of a wide range of data users.
- Participation open to all interested governments, organizations, and individuals.

2010 Participant Statistical Areas Program (PSAP)

Key Dates:

- **Spring 2008:** PSAP final criteria published in the Federal Register.
- **Winter 2008:** Materials distributed to participants
- **Early 2009:** Participants complete review and update PSAP boundaries and return materials to the Census Bureau for review.
- **Spring 2009:** Participants complete a final verification of PSAP boundaries.

PSAP FOR MARYLAND

- 13 counties, 7 regional planning agencies and the SDC participated and submitted changes to the 2010 PSAP.

LOCAL UPDATE OF CENSUS ADDRESSES (LUCA)

- 70 MD Participants (18 counties, 51 cities, the State)
 - Address updates, map updates, or agree
- 57 Submissions (the State, 17 counties 39 cities)
 - Address updates only

LOCAL UPDATE OF CENSUS ADDRESSES (LUCA) APPEALS

- **11 Governments Appealed**
- **22,313 Addresses Appealed**
- **19,908 Addresses Accepted**

QUESTIONNAIRE ASSISTANCE CENTERS (QAC) BE COUNTED SITES (BC)

- 609 QAC/BC sites in Maryland

2010 CENSUS DATA

- **DECEMBER 31, 2010 APPORTIONMENT COUNTS**
- **APRIL 1, 2011 REDISTRICTING COUNTS**

2010 Count Question Resolution Program

- Program will address Corrections to the 2010 Decennial Census
- Census Bureau will accept challenges: June 1, 2011 - June 1, 2013
- Census Bureau will make corrections on the basis of appropriate documentation provided by the challenging entity and through research
- Census Bureau will not collect additional data

2010 Count Question Resolution Program

- Federal Register notice released for comments on May 26, 2010
- Comments due on or before July 26, 2010

MARYLAND LOCAL CENSUS OFFICES

- **Baltimore East:** 250 S. President Street, Suite 1000, Baltimore, MD
- **Baltimore West:** 103 S. Gay Street, 3rd Floor, Baltimore, MD
- **Catonsville:** 5740 Executive Drive, Suite 120, Catonsville, MD
- **Easton:** 29000 Information Lane, Suite 507, Easton, MD
- **Frederick:** 1660 Bowman's Road, Suite 107, Frederick, MD
- **La Plata:** 101 Charles Street, 3rd Floor, La Plata, MD
- **Largo:** 9315 Largo Drive West, Suite 190, Largo, MD
- **Rockville:** 2400 Research Boulevard, Suite 150, Rockville, MD
- **Towson:** 300 E. Joppa Road, 11th Floor, Towson, MD